

## PR Committee Meeting Minutes

November 27, 2017

Present: Tom Clemons, Tom Kiger, Britni Fackler, Jessica Schmitt, Amanda Moser, Christen Giblin

Regarding PR Updates, Amanda passed out handouts of advertisements that she had already submitted (Wood County Historical Sites Calendar Ad and Perrysburg Messenger Chamber of Commerce Ad). There wasn't any discussion regarding these advertisements.

Next, Amanda passed out a list of places where she and Christen had dropped off promotional materials (trifolds, trifold stands, hockey pucks, window clings, etc.) Altogether there were 15 locations where materials were dropped off. These locations included DFWP stakeholders, businesses, and churches. Tom Clemons also stated that 100 trifolds and 1 trifold stand was placed at Zoar Lutheran. Tom Clemons also said that he would be willing to speak at any of the churches that have or will be contacted. While on the topic of the Drug-Free Initiative, Tom Clemons asked whether the DFWP video would be split into 3 smaller videos to be used for different purposes. Amanda said that she will check with the videographer. Tom Kiger suggested that Amanda add the name of the church or business next to the contact for each location (on the chart). He also said that it would be good to follow-up with the locations to see if anyone is picking up the materials. As for the plan of sustainability for the Drug-Free Workplace Initiative, Tom Clemons said that he will try contacting the EMOD group again, however he might not get a response until after the holidays.

The next topic of discussion were advertising opportunities. Amanda said that she received a flyer from BG High School to see if the WCADAMHS Board would be interested in hanging an advertisement in the gym through Winter 2017/2018, Spring 2018, and Fall 2018 Sports Seasons. Since the WCADAMHS Board already has an outdoor sign hanging at BG High School, it was decided that Amanda should e-mail the athletic directors of the other schools in Wood County to see if the WCADAMHS Board can spread out their advertising across different schools in Wood County. Tom Kiger suggested that Amanda calculate the total cost for advertising in all schools in the district and bring it in front of the WCADAMHS Board. Amanda said that she will start by e-mailing each athletic director and getting prices for the advertising opportunities that they offer at their school. Regarding how the advertisement should look, it was decided that the ad should include the WCADAMHS Board logo, a mention of 211, and also a tagline that recognizes the support of the Wood County voters. While on the topic of the WCADAMHS Board logo, Britni asked when we should start using the new logo. It was decided that the new WCADAMHS Board logo should be utilized right away. Also, it was decided that a press release should be written about the new logo. There was a discussion on whether to use the old logo in conjunction with the new logo. Amanda said she can use both logos on a larger ad, but she will use just the new logo on smaller ads. Amanda asked if we are still advertising Recovery Helpline 211, since Lucas County is no longer using 211. Tom confirmed that Wood County is still using 211 and that advertising should still direct people to the 211 number.

The next topic were the coasters, which were initially brought up at the last PR Committee meeting. It was decided that we should start distributing the coasters by early January. Tom Clemons stated that the image of the person holding their arms up was eye-catching and impactful. It was decided that the coasters should include a message to Wood County voters. Christen produced the message, “Your support of the mental health levy makes these services possible.” Tom Clemons said that we do not need to include the Recovery Helpline 211 logo on the coasters, however they must still have the “Dial 211” message. Amanda said that she will create 3 coasters options to send out to the group.

Next, Amanda gave a brief update on the Radio PSA (rock station) idea. She stated that she reached out to her contact at iheartradio and was told that she could run a PSA on 104.7. Jessica said that it might be a good idea to create a PSA with a holiday message (since some people have difficulties during the holiday season). Tom Clemons suggested Amanda set up a meeting with Jamie Brubaker (the 211 Liaison in Wood County) to develop a message for the PSA. Tom Kiger suggested that Jamie Brubaker be present at the next PR Committee Meeting.

The next conversation involved how best to measure the success of the PR plan. Tom Clemons said that some ways to measure success are by views, calls to 211, and whether we see more referrals. Tom Kiger said that he had done a little research since the last PR Committee Meeting. Furthermore, he said that there are (KPI) or key performance indicators for nonprofit organizations dealing with awareness campaigns. Some of the indicators the he listed were: engagement, reach, amplification, applause, conversion, participation, and e-mail click through rate. He said that this information came from the Content Marketing Institute website. Tom Kiger also suggested that we should be talking to the people who are creating the new website to let them know that we would like these measures in place. Jessica said that the person creating the website could also consider using something similar to “geotagging” to specifically target people.

Tom Kiger posed the question, “The WCADAMHS Board directly serves 27% of the population, but what are we doing for the others?” Tom Clemons said that our prevention services serve the individuals who aren’t seeking mental health or substance abuse services. Furthermore, Christen said that mental illness and substance abuse affects more than just the individuals living with it. She said that it is also important for the community to support one another and to be knowledgeable about the services available. Tom Clemons said that Zoar Lutheran will be contacting NAMI for the Mental Health First Aid Training. Tom Kiger emphasized that it might be good to think of some messaging that is geared towards people who aren’t part of the 27%. Reason being, this could increase support for the levy. Also, if the WCADAMHS Board is looking for an increase in funding, it might be mentioned that the WCADAMHS Board hasn’t had an increase in 15 years.

The last item discussed at the meeting were new WCADAMHS Board tablecloths for fairs. Christen asked whether she could have authorization to order a new tablecloth for fairs. She explained that it would cost \$175.29 for an 8-foot tablecloth. Christen was given the approval to order 2 new table cloths. These tablecloths would include the new board logo, 211 message, and a levy support message. Tom Kiger also suggested that the WCADAMHS table have a rolling

screen with a projector. Amanda mentioned that creating a slideshow on a tablet might be the easiest option, since it would be less cumbersome to transport.

Amanda said that she will send out a doodle poll to set the date for the next PR Committee Meeting.

Respectfully Submitted by Amanda Moser